

Branch Name:	Management
Program Code:	MS301
Course Name:	Management Research Project-1
Course Code:	1MS3010791
Pre-requisite Course:	Planning and Organizing data, Research methodology, Data Analysis

1. Course Objectives:

The students will have to undergo Management Research Project-1 during the seventh Semester of their IMBA, and submit a “**MRP-1 Report**” by the end of the semester.

MRP-1 is an integral part of the academic curriculum of IMBA. For the successful completion of the IMBA Semester-VII, students are required to undergo MRP-1 as per the prescribed format and duration. The MRP-1 is supposed to be an extensive piece of professional work wherein the students provide specific expertise in their field of specialization.

1. MRP-1 aims at widening the student's perspective by providing an exposure to information about specific industry.
2. MRP-1 aims to enable the students to explore an industry, its players and competitiveness among players.
3. MRP-1 enables students to explore trends in the selected industry as well as opportunities and threats posed by the various factors.

2. Teaching Scheme (Hours per week)

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	-	-	8	-	-	120	80	200

3. Syllabus and Flow of report:

- The student has to undertake project individually or in a group of students (as suggested by institute). MRP-1 Report is to be submitted by every individual student / Group of students.
- Student / Group are required to select an industry/sector based on their interest and required to make presentation of proposal before group of faculties.
- After finalizing Industry/ Sector, students will collect information from various secondary sources of information. If needed they can access primary sources and visit companies from selected industry/sector.

- At the end of semester, as per guidelines by project coordinator, they need to submit report in soft as well as hard copies.
- The university will arrange the external viva - voce for MRP-1. The student is expected to make a 15 – 20 minutes presentation before the examiner regarding the MRP-1 project work undertaken, which will be followed by questions by the examiner.

Evaluation Scheme

The University shall conduct viva-voce for evaluation of the MRP-1. The Panel shall comprise of the External and Internal examiners.

Sr. No	Component	Weightage
1	University Examination	60%
2	Continuous Assessment	40%

The marks will be awarded on the following aspects:

1. Introduction about Selected Industry / Sector
2. Information about players of the Industry/Sector
3. Source of Data, Analysis Performed
4. Presentation of the report, format of the report, flow of the report, style, language, etc.
5. Performance during VIVA: Substance and treatment of the topic, style of presentation, Performance in the question answer session, time management, language, questions & answers etc.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Collect industry related data and analyze industry role at large.	2 Understand, 4 Analyze
CLO2	Understand industry key players and their contribution in country's growth.	2 Understand, 3 Apply, 4 Analyze
CLO3	Identify top companies in specific industry and its development	3 Apply, 4 Analyze
CLO4	Detecting major industry specific innovation.	2. Understand 5 Evaluate
CLO5	Generating future prospects for industry	5 Evaluate, 6 Create.

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L	L	M	L	H	M	
CLO2	H	H	L	H		M				
CLO3	H	L	H			L		L		M
CLO4	H	H		H					H	
CLO5			H			H	M	H		

H: High, M: Medium, L: Low